
201. Marketing Management

A. Define the Following Concepts

1. Product
2. Goods & Services Continuum
3. New Product Development
4. Industrial Product
5. Brand Equity
6. Pricing
7. Geographical Pricing
8. Transfer Pricing
9. Freemium
10. Omni Channel & hybrid Channel
11. Marketing Channel
12. Wholesaling
13. Franchising
14. Direct Marketing
15. Promotion
16. Promotion mix Elements
17. Personal Selling
18. IMC
19. Marketing Audit
20. Situation Analysis

B. Answer the Following Questions

1. Define product & also explain Classification of Product.
2. Explain in detail Booz Allen & Hamilton Classification of new Product.
3. What do you mean by Pricing? Explain Various Steps for Setting the Price.
4. Define Marketing Channel, and also explain functions & flows of marketing Channel.
5. Explain in detail Channel Options in Distribution Channel.
6. What do you mean by Logistics? Explain the various market logistics decisions in detail
7. Define Promotion. Also explain various tools of promotions.
8. Define Marketing Planning & also explain Nature and contents of Marketing Plans.
9. What are the factors influencing the design of marketing channels? Design suitable channel of distribution for any of the following products:
 - a. Mobile
 - b. Tractor
10. Ashwini industry limited, intends to launch a new product “Electronic Watch” in Indian market. As a marketing manager which steps would you like to take while launching this product?
11. Explain the role of marketing communications in marketing effort. How can an organization develop an effective communication process?
12. Explain problems in price setting. “Price decision is a dynamic decision and not a static one” comment.
13. What do you mean by Marketing Evaluation and Control? Explain the marketing control Types & procedure.

202 Financial Management

- Q1. Define the Business Finance, Explain the Meaning, & Objective of Financial Management.
 Q2. Discuss in detail of Modern approach to financial management & Functions of Finance Manager.
 Q3. Explain the Objectives & Techniques of Financial Statement Analysis.
 Q4. Prepare Balance Sheet on the basis of following information given in terms of ratios.

Debtors turnover Ratio	4
Creditors Turnover Ratio (to Purchases)	6
Capital Turnover Ratio (to Sales)	2
Stock Turnover Ratio (to cost of Sales)	8
Fixed Assets Turnover Ratio (to Sales)	8
Gross Profit Ratio	25%
Gross Profit During the Year	Rs.100000
Reserves & Surplus	Rs.35000
Closing Stock is more by Rs.20000 then Opening Stock	
There were no long term liabilities	

All sales are on credit basis. Prepare Balance sheet.

- Q5. The following is Balance sheet on 31st March ,2018 of the Company.

Liabilities	Rs.	Assets	Rs.
Equity Shares of Rs. 10 each	600000	Fixed Assets:3500000 Less Dep: 500000	3000000
Reserve Fund	400000	Stock	600000
Profit & Loss A/c	500000	Debtors	500000
Long term loans	2000000	Cash	100000
Creditors	450000		
Other Current liabilities	250000		
Total	4200000		4200000

Additional Information:

- 1) Profit earned during the year is Rs. 450000.
- 2) Market Price of share is Rs.500.

3) Ignore provisions regarding taxation.

Calculate the following Ratios:

- i) Debt-Equity Ratio
- ii) Current Ratio
- iii) Acid Test Ratio
- iv) Earnings per Share
- v) Price Earning Ratio.

Q6. From the following Balance Sheet of Tata Ltd. Prepare a statement of sources and application of funds and a schedule of changes in working capital for 2012.

Balance Sheet

Liabilities	31.03.2011	31.03.2012	Assets	31.03.2011	31.03.2012
Share Capital	100000	125000	Land/ Building	100000	95000
General Reserve	25000	30000	Plant & Machinery	75000	84500
P&L A/c	15250	15800	Inventories	50000	37000
Bank Loan	35000	Nil	Debtors	40000	32000
Creditors	75000	67500	Cash	250	300
Provision for Taxation	15000	17000	Bank	Nil	4000
			Goodwill	Nil	2500
	265250	255300		265250	255300

Additional Information:

- i) Dividend of Rs. 11000 was paid during 2008.
- ii) Depreciation on plant written off this year was Rs.7000
- iii) A provision for Income Tax for Rs. 16500 was made during the year.

Q7. Bombay Textiles Ltd. Is commencing a new project to manufacture a plastic components.

Element of Cost	Per Unit
Raw material	180
Direct Material	30
Overhead	60
total cost	170
Profit	30
Selling Price	200

Following further particular are available.

- 1) Raw material are in stock for 1 month.
- 2) Credit allow by supplier is for 1 month.
- 3) Credit allow to customers in 2 month.
- 4) Lag in payment of wages 1.5 weeks.
- 5) Lag in payment of overheads 1 month.
- 6) Material are in process for an average half month.
- 7) Finished good stock for an average of 1 month.
- 8) 1/4th of output sold against cash.
- 9) Cash hand at bank is expected to be Rs. 25000

You are request to prepare showing a working capital needed to finance level of activity of 104000 units of product.

You may assumed that product is carried on evenly throughout the year wages & overhead acquire similarity at period of 4 week equivalent of month.

Q8. Rajveer Ltd. is commencing a new project to manufacture a plastic component. The following per unit cost information has been ascertained for annual production of 100000 units.

Element of Cost	Per Unit
Raw material	40
Direct Material	15
Overhead (including depreciation of Rs.5 unit)	30
Total Cash	85

Additional information:

- 1) Selling price of Rs.100 per unit.
- 2) Raw material in stock, average 4 weeks.
- 3) Work in progress, average 2 weeks.
- 4) Finished goods in stock, average 4 weeks
- 5) Credit allowed to customer, average 8 weeks.
- 6) Credit allowed to suppliers, average 4 weeks.
- 7) Lag in payment of wages, 1.5 weeks.
- 8) Cash in is expected to be Rs. 50000.

You may assume that production is carried out on evenly throughout the year (52 weeks) and wages and overheads accrue similarly. All sales are on credit basis only.

You are required to prepare a statement showing working capital requirements as per **cash cost approach method of working capital estimation.**

Q9. A company has the following capital Structure.

Types of Capital	Book Value Rs.	Market Value	Specific Costs(%)
Debt	400000	380000	5
Preference	100000	110000	8
Equity	600000	900000	15
Retained Earnings	200000	300000	13
	1300000	1690000	

Determine the weighted average cost of capital using:

- Book value weights and
- Market value weights.

Q10. From the following particulars calculate the leverages.

Balance sheet of Zenith Ltd.

As on 31st March, 2018

Liabilities	Rs.	Assets	Rs.
Equity Share Capital(Rs. 10 each)	1200000	Fixed Assets(Net)	2100000
15% Debentures	800000	Current Assets	190000
General Reserve	700000		
Current Liabilities	1300000		
Total	4000000		4000000

Additional information:

- The EBIT is 20% sales for the year ended 31st March 2018.
- The profit volume ratio is 40%.
- The total asset turnover (Sales total asset) for year is 2.

Q10. Bajaj Electronics Ltd considering purchases of machine of two machines A & B are available each costing Rs. 50,000 earning after taxation in expected to be as follow (PV Factor rate 10%)

Year	Cash Inflow Rs.	
	Machine A	Machine B
2001	15000	5000
2002	20000	15000
2003	25000	20000
2004	15000	30000
2005	10000	20000

Calculate payback period, Net present value, Profitability Index, Discounted payback period.

Q11. A Company has an investment opportunity costing Rs.40000 with the following expected net cash flow (i.e after taxes and before depreciation).

Year	Net Cash flows Rs.
1	7000
2	7000
3	7000
4	7000
5	7000
6	8000
7	10000
8	15000
9	10000
10	4000

Using 10% as the cost of capital (rate of discount) determine the following.

- I) Payback Period
- II) Net present value of 10% discounting factor.
- III) Profitability index at 10% discounting factor.
- IV) Internal rate of return with the help of 10% discounting factor and 15% discounting factor.

203 Human Resource Management

1. Define HRM. Give its objective, scope and feature of HRM.
2. Explain in details function and challenges of HRM.
3. Define SHRM. Give its importance and nature.
4. Explain in details Harvard Model & Matching Model of SHRM.
5. Define HRP. Give objective, Need & Importance of HRP.
6. Difference between Job Descriptions vs. Job Specification.
7. Prepare one job design on the post of HR Manager in private Sector.
8. Difference between Job Enrichment vs. Job Enlargement.
9. Define Recruitment & selection.
10. Difference between Recruitment vs. Selection.
11. Explain the concept of Career Planning & Succession Planning.
12. Define Performance Appraisal & Performance Management.
13. Explain in details Appraisal Process & Appraisal methods.
14. Difference between performances Appraisal vs. Performance management.
15. Define Training & Development .Enlist the type of Training.
16. Difference between Training vs. Development.
17. Explain in details Kirkpatrick Model of evaluation of training.
18. Define Compensation & give its objective & importance.

19. Write a note on
 - I. Fringe Benefits
 - II. Employee Separation(Retirement, Termination)
 - III. VRS
20. Explain in details Grievance procedure in Indian Industry.
21. Define HR Accounting & its objective.
22. Explain in details method of HR Accounting.
23. Define HR Audit.
24. Explain the process of HR Audit in details.
25. Define HR Shared Services .Explain Issue Creating HR Shared Services.

204 Operation Supply Chain Management

1. Define the Following Concepts

- | | |
|---|-------------------------------|
| 1. TQM | 2. LEAN management |
| 3. Job Production | 4. Batch Production |
| 5. Process and product layout | 6. Master Production Schedule |
| 7. Job shops and floor shops scheduling | 8. Gantt Charts |
| 9. EOQ | 10. ABC analysis |
| 11. MRP, CRP, DRP, MRP II | 12. VED, HML, FSN, GOLF, SOS |

Answer the Following Questions

2. Define Operation and SCM with The help of example
3. Explain Quality from various perspective customer view and manufacturer view
4. Define how TQM and LEAN management impacted on Globalization
5. Explain the role and function of production planning and control.
6. A manufacturing company placed an order of 24,000 unit semiannually at a price \$20 per unit its carrying cost is 15%and the order cost is \$12per order

Required:

- (1) What is the most economical order quantity (2) How many order need to be placed
7. Which manufacturing/management practices are more useful in managing inventories effectively & efficiently?
8. Explain the generalized supply chain management model.
9. Define the supply chain management with customer service linkage.

205 FM: Financial Market Banking Operation

Q1. Fill in the Blanks.

- A) The SEBI was established as an interim administrative body on by the Government of India.
 - a) 12th April 1985
 - b) 12th April 1988
 - c) 14th March 1988
 - d) 12th April 1992
- B) What is Full form of PFRDA & IRDA?
- C) Who is the Current Governor of RBI?

- D) Any five Private banks & Foreign Banks?
- E) What is the RTGS?

- Q2. Define the Indian Financial System, Explain in detail the structure & components.
- Q3. What are the role are financial system in economic development.
- Q4. What is the function & classification of financial market.
- Q5. Explain in detail Banking & Non-Banking Institutions.
- Q6. Define the Money Market, discuss structure & components.
- Q7. What are the instruments of Money Market.
- Q8. Discuss in detail Role of Central Bank in Money Market & Players in the Indian Money Market.
- Q9. What is the components & functions of Capital Market.
- Q10. Discuss the Capital Market Instruments.
- Q11. Explain in detail the Primary Market & Secondary Market.
- Q12. Discuss the Role of SEBI in Capital Market.
- Q13. Define the Banking & types of Banking.
- Q14. Explain in detail NBFC's of Banking.
- Q15. What is mean by Accounting Banking.
- Q16. Short Notes:
 - I) ECS
 - II) NEFT
 - III) GDR
 - IV) ADR

205 HRM: Competency Based Human Resource Management System

- 1. Define PMS. Give its Scope & Importance.
- 2. Explain in details Individual Goal Setting With suitable example.
- 3. Define Performance Coaching.
- 4. How to linkage between individual goals to organizational goals.
- 5. Write a note on
- 6. Performance Gap
- 7. Training Specification
- 8. Why Counseling required for better performance in organization.
- 9. Define Competency. Explain the history of Competency.
- 10. Write down the basic components of competency.
- 11. Difference between Performances vs. Competency.
- 12. Difference between Competences vs. Competency.
- 13. Write a note on
 - I. Functional & Technical competency
 - II. Leadership & Managerial competency
- 14. Write down the stages in developing competency model.
- 15. Write down type of competency model.
- 16. Explain in details Lancaster Model of competency.

17. Explain the concept of mapping competency for Recruitment & selection, Training & Development, Performance & Compensation.
18. Explain Validating competency Model.
19. Write down Role of competency in career progression.
20. Difference between Traditional competency vs. Transformational Competency.
21. Explain in details corporate competency driven culture.

205MM: Marketing Research

A. Define the Following Concepts

1. Marketing Research
2. Conjoint Analysis
3. Factor Analysis
4. Cluster Analysis
5. Sampling
6. Multi-dimensional Scaling
7. Discriminant Analysis
8. Test Marketing
9. Sales Forecasting
10. Positioning
11. Pricing Research
12. Brand Research
13. Advertising Research
14. Research Design
15. Marketing Information System
16. Marketing Research Problem
17. TRP
18. Real Life Marketing Issues
19. Customer Satisfaction Research
20. Creative Positioning Strategy.

B. Answer the Following Questions

1. The management of a leading department store has approached you with a problem of decrease in footfalls in its store. As a consultant you are required to develop a "Marketing Research Proposal" clearly giving the stages in the Marketing Research process for this case.
2. What is multi item scale? Discuss Different approaches to assess the reliability and Validity of the scale.
3. Discuss the concept of discriminant analysis, its objective and application in Marketing Research
4. What is the concept of hypothesis? Explain in detail the steps involved in hypothesis testing
5. What do you mean by the term factor analysis? Explain in detail the various types of factor analysis.
6. Describe test marketing & its various forms suggest a test marketing Procedure for an established FMCG Company to conduct test marketing to launch a snack Food Product.

7. What is multi-dimensional scaling? Discuss the approaches to MDS.
8. What concept of conjoint analysis? Explain its application In Marketing Research.
9. What is Cluster Analysis? Which types of data is required for Cluster Analysis.
10. What is International Marketing Research? Explain Primary data collection methods and Complexities.
11. A passenger car manufacturer (mid segment sedan) has approached you to conduct a Marketing Research for him. As a part of this project you are required to develop a questionnaire to understand consumer's perception of the brand, buying criteria and their relative importance and level of satisfaction.

206FM PFP Assignment

Q.1 (A) Match the columns

Sr.No. Column A	Sr.No.	Column B
1 Emotionally attached to investments	a	Personal Financial Planning
2 Collecting Client's information	b	Don't keep all the eggs in same Basket
3 Future financial planning	c	Total return
4 investment Goals	d	High Risk Profile
5 Health insurance & mediclaim	e	Financial Planning Technique
6 Budgeting & forecasting	f	Health & Medical Planning
7 Future & options	g	Purchasing House
8 HPR	h	Forecasting
9 Diversified portfolio	I	Second Step of Financial Planning Process.
10 Financial planning for individual's	j	Emotional Mistake

Q.1 (B) True /False

- 1) Planning how to accumulate enough money for large purchase and life events is what Most people consider to be financial planning.
- 2) Information available in cash flow statement is useful in assessing the liability of an enterprise to general cash.
- 3) Cash Controlling become essential as it increases the availability of usable cash.
- 4) Budgeting & Forecasting means the same concept.
- 5) National Annual interest rate in the interest rate earned as a result of compounding over a given period of time
- 6) CAGR is the compound rate which equals the end value of the investment with its beginning Value.
- 7) Net worth =Total Assets less external liabilities.
- 8) High P/E ratio is one of the most commonly used metric in value investing.
- 9) People buy high and sell low is the drawback of basic investment Style.
- 10) Determining Current Financial Position of the client is not required while preparing financial plan.

Q.2

- Explain the six steps in the Financial Planning Process.
- Explain Retirement planning & cash management as principles of PFP?
- Explain the process to Review & Revise the financial plan.
- Explain the concept of Personal Financial Planning.

Q.3 Prepare Cash budget from the data given below for a period of six months.

Month	Sales (Rs.)	Purchase.(Rs.)
May	75,000	37,500.
June	75,000	37,500
July	1,50,000	52,500
August	2,25,000	3,67,500
Sept	3,00,000	1,27,504,
Oct	1,50,000	97,500
Nov	1,50,000	67,500
Dec	1,37,500	

Additional Information:

- Collection estimates:5% within the month of sales, 80% during the month of following the sales,15% during the second month following the sale.
- Payment for Raw materials is made in the next months.
- Salary Rs.11,250, Lease Payment 3750, MISC. Expenses Rs.1,150, are paid each month
- Monthly depreciation is Rs.15000.
- Income Tax Rs.26,250 each in September & December.
- Payment towards Research in October Rs.75000
- Opening Balance on 1st July Rs.55000.

Q.4

- Discuss the disadvantage of budgeting & forecasting?
- Discuss Budget monitoring Process in brief.

Q.5 M/s. PNP Limited has an investment opportunity of Rs.40,000 with the following Cash flow position.

Year	Cash inflow		PV factor.	
	@10%	@15%		
1	7,000		0.909	0.870
2	7,000		0.826	0.756
3	7,000		0.751	0.658
4	7,000		0.683	0.572
5	7,000		0.621	0.497
6	8,000		0.554	0.375
7	10,000		0.513	0.376
8	15,000		0.467	0.327
9	10,000		0.424	0.284
10	4,000		0.386	0.247

Calculate Net Present Value at 10% & 15% discounting Factor and also calculate Internal rate of return.

Q.6 Prepare an amortization schedule from the following, assuming that the amount is an equated annual instalment.

Amount Borrowed : Rs.6,50,000
Compounded Annual Interest : @10%
Repayment Period: 8 Years
Annuity Factor for 10% for 8 years is 5.33493

Q.7

- a) Mentioned characteristics of value investing stocks.
- b) Explain the role of emotion in financial decision Making.

Q.8 Shorts Notes

- 1) Motives of holding Cash
- 2) Real True Return
- 3) Holding Period Return
- 4) Saving Ratio
- 5) Solvency Ratio

Q.9 Read carefully all information provided in the case study before attempting the questions. Your answers should take into account the client's circumstances as set out in the case study. Please carry out ALL of the tasks (a), (b), (c), (d) and (e) which follow.

Andrew, aged 63, a higher rate taxpayer has two adult children, Lance and Hayley. Lance is a basic rate taxpayer and Hayley is a non-taxpayer. Hayley needs regular care as a result of the injuries she suffered in a motor accident when she was a child. Lance has two young children both under the age of 10.

Andrew's mother, Peggy, a widow, died on 1 March 2019 leaving her entire estate to Andrew. Peggy inherited her Aunt's estate of £400,000 in February 2016 following the payment of £30,000 Inheritance Tax (IHT) that was due following the administration of her estate.

Peggy's estate was comprised of the following on her death:

House	£700,000
Deposit accounts	£323,000
Cash ISAs	£55,000
FTSE listed shares	£150,000
Collective investment portfolio	£101,000
Personal Pension nominated to a discretionary trust	£326,000

Peggy's husband Frank, died in 2016, leaving his share of their house and his residual estate to Peggy. Frank made only one gift in the seven years before he died. He settled £450,000 into a discretionary trust just under four years earlier. Inheritance Tax (IHT) of £23,800 was paid at outset by the trustees. Following Peggy's death, Andrew is the only remaining trustee.

Andrew is in discussions with his solicitors to draft a Will and they have suggested he arrange a Lasting Power of Attorney (LPA) for Property & Financial Affairs.

Andrew intends to make some provision for his children and grandchildren. His income is around £10,000 a year higher than his outgoings. He has a variety of savings accounts and an onshore life assurance bond invested in a managed fund which has performed well over the years.

Questions

To gain maximum marks for calculations you must show all your workings and express your answers to two decimal places.

a) Calculate, showing all your workings, the IHT due as a result of Peggy's death on the 1 March 2019.

(b) With regard to the discretionary trust established by Frank:

(i) Explain to Andrew why IHT was payable when assets were placed into the trust and how it was calculated. No calculation is required.

(ii) Describe to Andrew why IHT was payable when his father died and how it was calculated. No calculation is required.

(iii) State Andrew's duties as a trustee under the Trustee Act 2000.

(c) If Andrew lost mental capacity without an LPA in place:

(i) Outline the process that would need to be followed to enable his family to manage his financial affairs.

(ii) Explain the drawbacks to Andrew and his family of the approach outlined in your answer in part (i) above.

(d)

(i) Outline the exemptions and allowances that are available to Andrew when making gifts to his children and grandchildren.

(ii) Explain why it would be more tax efficient for Andrew to establish an absolute trust for Lance's children, instead of Lance.

(iii) Describe the ongoing income, capital gains and eventual Inheritance Tax treatment that would apply to a trust for Hayley's benefit if she qualifies as a vulnerable beneficiary.

(e) Andrew would like to surrender the life assurance bond and gift the proceeds to Lance.

Explain in detail, the method used to calculate the tax payable on the surrender of the life assurance bond. No calculation is required.

Q.10

1. Explain the use of platforms in providing financial planning services.
2. Explain the regulatory and legal context of platforms.
3. Assess the appropriateness and operation of platforms in meeting client requirements.
4. Explain the regulatory and legal context of platforms.
5. Explain the use of platforms in providing financial planning services.
6. Explain the use of platforms in providing financial planning services.

7. Explain the workplace platform proposition for pensions and other financial products and services.
8. Assess the appropriateness and operation of platforms in meeting client requirements.

206 HRM: Employee Relations and Labour Legislations

1. Define the following terms
 - a. Employee Relations.
 - b. Collective Bargaining
 - c. Unfair Labour Practices under MRTU and PULP, 1971
 - d. Factory under Factories Act, 1948.
2. Enlist the essential conditions for successful collective bargaining.
3. Explain the role of ILO and its influence on Indian labour legislations.
4. Explain the various machineries for settlement of industrial disputes under Industrial Dispute Act 1947.
5. Discuss the grievance procedure with relevant example. Design the grievance procedure for the organisation.
6. Explain the process of formation and registration of TU. Also discuss the privileges of registered TU.
7. Explain the procedure for fixation and revision of Minimum wages act, 1948.
8. Explain the role of WPM in improving ER.
9. Outline the various provisions of health and welfare under factories act.
10. Explain the salient features of Maternity Benefits Act, 1961 with latest amendments.
11. Critically examine the complaint mechanism under POSH act, 2013.
12. Draft a Collective Bargaining proposal on the part of employee on the following issues -
 - i. Leave policy
 - ii. Welfare amenities (either intra mural or extra mural)
13. Explain the procedure for registration of establishment under the maharashtra shops and establishment act, 2017.

206 MM: Consumer Behavior

1. Define the Following Concepts

1] Social group	2] Motivation hierarchy
3] Consumer satisfaction	4] Living standards measures
5] Organization buying Behavior process	5] Word –of- Mouth

Answer the Following Questions

1. Deference between consumer and customer and Explain Marketing Mix with the help of examples

2. Explain the family life cycle and purchasing decisions
3. Define the social class and social groups
4. Explain the motivation involvement of consumer behavior.
5. Explain consumer decision making process with help of example
6. Explain consumer cognitive learning theory
7. Explain the generalized supply chain management model.
8. Define Indian consumer with social and demographic profile.
9. Discuss the demographic and social economic profile of Indian consumer

Subject: 219 FM Direct Taxation

1. Explain the following terms under the Income Tax Act, 1961.
 - a) Assessment Year.
 - b) Person.
 - c) Assessee.
 - d) Previous year
 - e) Gross Total Income
 - f) Agriculture Income
2. Write a short note: „Residential Status“ of an individual.
3. Mr. Pawar Vinod is employed in Telco Ltd., Pune as an accountant. During the Financial Year 2016-17 he has received the following emoluments:
 - (1) Basic Salary ` 15,500 p.m.
 - (2) Dearness Allowance 30% on basic salary. (Applicable for retirement benefits)
 - (3) City compensatory Allowance ` 850 p.m.
 - (4) Children education allowance ` 300 p.m. (Mr. Pawar Vinod has two sons and one daughter)
 - (5) House rent allowance ` 2,200 p.m.
 - (6) He contributed ` 2,500 p.m. towards his recognised provident fund and an equal amount is contributed by the employer.
 - (7) He has paid ` 2,500 as Professional Tax.
 - (8) During the year the interest credited to his recognised Provident Fund A/c @ 12% p.a., amounted to ` 14,400.
 - (9) He received ` 18,000 by way of re-imbursment of the Hospital bill in respect of treatment of his wife.
 - (10) He has taken a Life Insurance Policy of ` 1,00,000 in respect of his wife by paying an annual premium of ` 14,800.
 - (11) He stays in rented house at Pune by paying rent ` 3,000 p.m. You are required to compute the taxable income from salary of Mr. Pawar Vinod for A.Y.17-18
4. Mr. Varun furnished the following particulars of his income for the financial year 2016-17:

Salary 15000 p.m.
D A 1250 p.m.
Entertainment Allowance 1000 p.m.
Employer's and employee's contribution to RPF 24000 each
Interest from PF @ 9.5% p.a. 19000

City compensatory allowances 200 p.m.

Medical allowances 10000

He has been provided with the facility of unfurnished house by the employer in a town (population less than 10 lakhs) for which the employer charge Rs:500 per month. The fair rent of the house is Rs: 30,000 p.a. The house is owned by the employer.

The employer has employed for him a sweeper @ Rs:200 p.m. and a servant a2 Rs:750 p.m. Compute taxable income under the head „salary“ for the AY 2017-18.

5. From the following information given by Mr. Pawar compute the taxable income from house property.

	House A	House B
a) Municipal value	1,10,000	1,07,000
b) Fair Rent	1,20,000	1,00,000
c) Standard rent	1,26,000	1,20,000
d) Actual Rent received	1,32,000	1,06,000
e) Municipal tax	18,000(due)	20,000(paid)
f) Repairs	6,000	8,000
g) Insurance	3,000	4,000
h) Land revenue paid	4,000	2,000
i) Interest on capital borrowed by mortgaging house A (funds are used for construction of house B) Rs. 30,000.		

Determine the taxable income from house property of Mr. Pawar for current Assessment Year.

6. Mr. Abhinand constructed one house in 2016. Half of the portion is let out and the remaining half is used for his residence. The following particulars are available: MRV Rs: 12,500; Rent received Rs:10,000 ; Municipal taxes Rs:2,500 ; Ground rent Rs:250 ; Repairs Rs:2,000 ; Interest on loan taken for onstruction Rs: 2,500. Compute income from house property of Mr. Abhinand for the current Assessment Year.

7. Mr. Manoj owns two houses which he occupied for his own residence. He submits the following particulars in respect of the houses for the financial year 2016-2017 :

Particulars	House No.1	House No. 2
Municipal Valuation	1,00,000	50,000
Fair Rent	1,20,000	65,000
Standard Rent	1,00,000	66,000
Repairs	15,000	16,000
Insurance	9,000	8,000
Municipal Tax (% of Municipal Value)	10%	10%
Interest on Loan for Construction	1,05,800	5,000

Date of Completion of Construction 31st Aug. 2012 31stAug. 2007 Date of borrowing the loans 1st July, 2006 1st Nov. 2005 Interest on Loan for Pre-construction period 50,000 — As a Tax Consultant compute the Income from house property of Mr. Manoj for the Assessment Year 2017-18.

8. From the following P&L account, compute income from business:

PROFIT AND LOSS ACCOUNT

To Salaries 14,600 By G/P 1,35,000

To household expense	2000	
To income tax	900	
To Gifts	900	
To business expense	2,200	
To LIC premium	2,100	
To bad debt reserve	800	
To N/P	1,11,500	
	1,35,000	1,35,000

9. The following is the Receipts and Payments account of Mr. Akhilesh, a practicing Chartered Accountant for the year ended 31-03-2013:

Receipts	Rs:	Payments	Rs:
Audit fee	19,210	Office expenses	10,000
Consultation	10,000	Office rent	5,000
Tribunal appearance	15,000	Salaries and wages	12,050
Miscellaneous	20,000	Printing and Stationeries	1,000
Interest on Govt. security	10,000	subscription	3,000
Rent received	10,000	Purchase of books	1,300
		(annual publication)	
Presents from clients	10,000	Travelling expenses	5,800
Interest on bank loan	3,000		
Donation to National Defence Fund	5,000		

Loan from bank was taken for the construction of the house in which he lives. MRV of the house is Rs: 8,000 and the local taxes Rs: 800 p.a. One-fourth of travelling expenses are not allowable. Compute income from profession for the current Assessment Year.

10. Explain the provisions under the Income Tax Act, 1961 regarding :

- Tax deductible at source on salary income.
- Tax deductible at source on payment to contractor and subcontractor.
- Tax deductible at source on rent.
- Tax deductible at source on fees for professional & technical services.

11. From the following information of a trader, compute the gross total income for the AY17-18:

- Income from H.P. Rs: 2,50,000
- Business Loss Rs: 60,000
- Current year's depreciation Rs: 10,000
- Business loss of preceding years Rs: 50,000
- Unabsorbed depreciation of preceding years Rs: 30,000
- STCG Rs:40,000
- LTCG Rs: 50,000

12. Ram Prakash (70 years of age) gives the following information. Compute deductible amount under sec.80C for the current Assessment Year.

- Payment of LIC premium for his own life (policy amount Rs: 60,000) Rs: 13,000.

2. Payment of LIC premium on life of his wife Rs: 5,000 (paid out of agricultural income)
3. Contribution to URPF Rs: 24,000
4. Contribution to PPF Rs: 15,000
5. Interest accrued on NSC (VIII issue) including 6th year's interest of Rs: 1,500 is Rs:8,000
6. Repayment of loan taken for construction of a residential flat from Housing Development Finance Corporation (includes interest Rs: 34,000) Rs: 80,000.

13. From the following information, compute total income for the current Assessment Year.

1. Business income of Surjih, aged 70, is Rs: 13,20,000
2. He deposited Rs: 70,000 in PPF And purchased NSC VIII issue Rs: 50,000
3. He paid interest on loan taken from a financial institution for higher education of his grandson Rs:1,20,000.
4. He spent Rs: 40,000 on medical treatment of disabled dependent.

14. Following details are available in respect of income of Mrs. Maya for the year 2016-17:

- a) LTCG (indexed) Rs: 2,30,000
- b) Interest on bank time deposits Rs:10,000
- c) Dividend from co-operative society Rs: 5,000
- d) LIC premium paid Rs: 10,000
- e) Contribution to Public Provident Fund Rs:10,000 Calculate tax payable by Mrs. Maya for the current Assessment Year.

217HRM: Labour Welfare

1. Define labour welfare. Explain the principles of labour welfare.
2. What are the types of labour welfare amenities? Explain in detail role of trade unions in labour welfare.
3. Explain the role and responsibilities of labour welfare officer. What are the qualifications for labour welfare officer?
4. Explain in detail health and hygiene in industrial settings. Also write a note on workers education in India.
5. Explain the problems faced by unorganized sector in India. What would be the solutions to deal with such problems?

218MM: Product & Brand Management

1. Define product. Suggest and explain a system for classifying products.
2. In which way understanding of product classification helps in marketing? Discuss.
3. Discuss the role of product manager in the fast changing marketing environment of today.
4. Discuss the pricing options available for a new product. Suggest pricing method in the following situations and explain the reasons. a) Introducing a line of economy range of men's footwear (shoes) b) Breakfast cereals
5. What is Brand Management? What are your favorite brands and why?

6. Identify a fading brand. What suggestions can you offer to revitalize its brand equity? Apply the different approaches and which strategies would seem to work best.
7. Discuss the role of brand managers in a FMCG company of your choice.
8. Explain the concept of Commodities Vs Brands
9. Discuss the factors which contribute to the success and failure of Brand in market place by picking one example each of FMCG and Consumer electronics.
10. What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.

222 FM: BANKING Laws & Regulation

- Q.1 Explain the Banking Regulation Act, 1949 and how far it is applicable to the co-operative bank?
- Q.2 Explain briefly the modes of creating charges by the bank.
- Q.3 Explain the duties and right of the collecting Banker.
- Q.4 What is Negotiable Instrument? Explain the Characteristics of Negotiable Instruments.
- Q.5 Explain the precautions to be taken by the banker while giving loans.
- Q.6 What precautions to be taken by a paying banker in the payment of customer cheques?
- Q.7 Explain the Types of Mortgages.
- Q.8 Explain the provisions under Banking Regulation Act, 1949 regarding functions of banking companies, Branch licensing and Audit.
- Q.9 Define Bank. Explain the relationship between banker & Customer.
- Q.10 Define Cheque and explain its features.
- Q.11 Explain the Bankers Obligations of secrecy of accounts.
- Q.12 Explain the legal & Non-legal measures of Recovery of Loans.

218 HRM: Lab in Recruitment & Selection

1. Select the recruitment advertisement 5 from job portal and 5 from newspaper. Explain the selection method used in these advertisements. Elaborate the job specification and job description in detail in light of these advertisements.
2. Design an aptitude test for the selection of bank officers in a nationalize bank. Explain why this aptitude used to assess the employability.
3. List out the questions to be asked in interviewing the candidate for the post of marketing - executive.
4. Enlist the questions asked in telephonic interview for the post of HR officer.

220MM: Digital Marketing - I

1. Explain keywords in Digital marketing? How important is it for SEO?
2. What are the most effective ways to increase traffic to your website?
3. How can you categorize Digital marketing?

4. What are the different types of SEO?
5. Name some useful Digital Marketing tools
6. Explain Google AdWords Remarketing
7. Name some of the Google AdWords ad extensions?
8. What are the limitations of Online Marketing
9. Name some PPC (Pay-Per-Click) tools
10. How can you use social media for marketing?
11. What is Content Marketing?
12. How should companies measure Social Media Marketing Success?
13. What are the WebMaster tools?
14. Differentiate between Google Adword and Double Click.
15. Define a user journey of an online shopper.
16. What attracted you to the Digital Marketing industry
17. Do you think Digital Marketing will replace traditional marketing practices in the near future?
18. How will you set-up, track and analyze whether a campaign you conducted was a success?

207 Contemporary Framework in Management

- Q.1) What is Emotional Intelligence? How do the contemporary approaches to management differ from the classical approaches?
- Q.2) What is Daniel Goleman's theory? What are the characteristics of someone who has high emotional intelligence?
- Q.3) What are the 7 Habits of highly effective people? Explain each of them.
- Q.4) What are paradigms and principles? Why are paradigms so powerful in our lives?
- Q.5) What are John Maxwell 21 Laws of Leadership? Illustrate its positive impact on the whole organization.
- Q.6) Elaborate the Concepts – Level 5 leadership – Jim Collins.
- Q.7) How can you practice the discipline of the “right people on the bus and the wrong people off the bus” in situations where it is very hard to get the wrong people off the bus—such as academic institutions and government agencies?
- Q.8) “Where and how should I begin?” Answer the Question according to Jim Collins.
- Q.9) Describe how companies achieve transition from being good companies to great companies? Discuss why and how most companies fail to make the transition.
- Q.10) Explain the fundamental causes of organizational politics and team failure.
- Q.11) Explain the approach to being effective in attaining goals by aligning oneself to the “true north” principles based on a universal and timeless Character ethic.
- Q.12) Explain the 5 Dimensions of Trait EI Model to the practice of emotional intelligence.

209 Start Up and New Venture Management

1. Define the Following Concepts

- | | |
|------------------------------|------------------------------|
| a) Entrepreneurial ecosystem | b) Go-To- Go market strategy |
| c) Bootstrapping | d) Crowed funding |

- e] Ventura Capital
- f] Risk analysis and possible exit strategy
- g] Innovating Methods of Presentation of business plan

2. Answer the Following Questions

- a. Describe the changing role of an entrepreneur what are the early career dilemmas of an entrepreneur
- b. What do you mean by opportunity identification? Highlights the characteristic of entrepreneurial opportunity
- c. Describe the planning budgeting and developing of financial roadmap
- d. What are the Role and function in entrepreneurship development in Indian Government
- e. Explain the role of successful board in Entrepreneur leadership
- f. Explain need and objective of business plan
- g. Explain the brief process of effective business plan
- h. Define the various strategies are included in business plan
- i. How to build a Strong presentation and innovative methods in business plan
- j. Discuss the demographic and social economic profile of Indian consumer

210 QUALITATIVE RESEARCH METHOD

Q.1. Define the following :(Any Five)

- a) Need of Qualitative Research
- b) Characteristics of Qualitative Research
- c) Relevance of Qualitative Research
- d) Ethics of Qualitative Research
- e) Interrelationship of qualitative & quantitative Research
- f) Linking qualitative & quantitative Research
- g) Combine qualitative & quantitative Research method
- h) Triangulation

Q.2) Solve any two.

- a) Define what qualitative research method is?
- b) Describe the types of qualitative research methods?
- c) Identify the data analysis of qualitative methods?
- d) Elaborate the two methods to administer questionnaires?
- e) Differentiate between quantitative and qualitative methods?

Q.3) Solve any one

- a) What are the steps involved in qualitative data analysis?
- b) Identify the differences between qualitative and quantitative research.
- c) Identify types of qualitative research methods.

Q.4) Solve any one

- a) Describe the types of interview method for qualitative approach.
- b) Distinguish between primary and secondary data sources.

Q.5) Solve any one

- a) Why are you thinking of doing a qualitative study of the topic you've chosen? How would your study use the strengths of qualitative research? How would it deal with the limitations of qualitative research?
- b) What do you already know or believe about your topic or problem? Where do these beliefs come from? How do the different beliefs fit together into a coherent Picture of this topic or problem?
- c) What do you not know about your topic or problem that a qualitative study could help you understand?

Other Questions:

- 1. What types of settings or individuals would be most productive to select for your study, in terms of answering your research questions? Why? What practical issues would you need to deal with to do this?
- 2. What compromises might be required to make your study feasible and how would these affect your ability to answer your questions?
- 3. What relationships do you already have, or could you create, with potential settings or individuals you could select for your study? How could these relationships help or hinder your study? What relationships do you want to create with the individuals and settings you select?
- 4. What data collection methods would best provide the information you need to answer your research questions? Why? Could you combine different methods to better answer your questions?
- 5. How would you need to analyze your data to answer your questions? Why? If you use a categorizing approach, how would you develop and apply your coding categories? What could connecting strategies contribute to your analysis?
- 6. What are the most serious potential validity threats to the conclusions you might draw from your study? What could you do (in your design as a whole, not just data collection and analysis) to address these threats?

214 Industry Analysis Desk Research

- 1. Students should work in groups of 3 to 5 each under the guidance of a faculty.
 - 2. Students shall carry out an in-depth study of any one industry of their choice.
 - 3. Industries selected should be distinct from each other.
 - 4. Students shall submit a structured detailed report.
- Refer to the SSPU MBA Sem-II syllabus for the subject.
